



Opening Speaker – May 3, 2011

Honoré, Lt. General Russel L., USA (Ret.)



When there's a catastrophe, the nation turns to General Russel Honoré for his expertise and ability to lead during times of crisis. As Commander of Joint Task Force Katrina, he brought hope to those who had none, and order to chaos. The general was lauded as "the John Wayne dude," a figure of competence and clarity during the aftermath of Hurricane Katrina, in numerous news reports.

In his new book, *Decision Points*, President George W. Bush says: "While we couldn't federalize the response (to Hurricane Katrina) by law, General Honoré effectively did so with his strong will and force of personality."

Gen. Honoré addresses how businesses, policymakers and the citizenry can solve a broad array of issues---from healthcare and energy to jobs and new technologies---simultaneously lowering costs and conserving resources, by emphasizing prevention, social entrepreneurship, and innovation. Having retired from the Army in 2008, after a successful 37 year career, he now lives in Baton Rouge, La.

Organizations recently benefiting from his leadership message include the American Red Cross, The Coca-Cola Company, Lockheed Martin, Delta Airlines, Inc., Thrivent Financial for Lutherans, Michigan State Univ., CUNA & Affiliates, McDonald's, Crawford & Company, Con Edison and Booz | Allen | Hamilton.

What you will learn from leadership speaker General Russel L. Honoré:

How to look to the "left side of disaster" and prepare yourself and your business for life in the "New Normal"

Why the best executives and supervisors understand the difference between "leadership" and "management"

How the most effective organizations inspire a spirit of teamwork in their employees